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TO: Examiner Boveja  
COMPANY: USPTO  
FAX NO.: 571-273-8300 (main number)  
PHONE NO.: 571-272-8105 (primary examiner)  
DATE: Feb. 1, 2008  
FROM: J. John Shimazaki  
NO. OF PAGES: 14 (including cover sheet)

MESSAGE:

U.S. Application Serial No. 10/657,693

Applicant: Higgs


Filing Date: September 8, 2003

For: METHOD OF OPERATING A MICRO-ENVIRONMENT WITHIN A COMMERCIAL  
COMPLEX TO PROMOTE SALES OF PARTICULAR PRODUCTS AND SERVICES  
OFFERED BY PARTICIPATING RETAIL MERCHANTS

To Examiner Boveja:

Attached is the Supplemental Amendment in connection with the above-identified application. This Amendment is being filed within one month after the Second Office Action dated Jan. 10, 2008, and therefore, it is believed that no extension fees are due. Although original claims 1-19 are being canceled, and new claims 20-39 are being added, there are no additional claim fees due. There are a total of twenty claims, and two are independent. There are no multiple dependent claims.

Very Truly Yours,

  
J. John Shimazaki  
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FEB 01 2008

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Higgs

Serial No.: 10/657,693

Filing Date: September 8, 2003

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) Art Unit: 3622  
)  
) Examiner: N. Boveja  
)  
)For: METHOD OF OPERATING A MICRO-ENVIRONMENT WITHIN A  
COMMERCIAL COMPLEX TO PROMOTE SALES OF PARTICULAR PRODUCTS  
AND SERVICES OFFERED BY PARTICIPATING RETAIL MERCHANTSI hereby certify that this correspondence is being faxed to the  
Commissioner for Patents, fax number 571-273-8300, located at P.O.  
Box No. 1450, Alexandria, Virginia 22313-1450, on:Feb. 1, '08  
(date of fax)  
(J. John Shimazaki, Reg. No. 37,236)**SUPPLEMENTAL AMENDMENT**Commissioner for Patents  
Alexandria, Virginia 22313

Dear Sirs:

This Supplemental Amendment is being submitted in response to the First Office Action dated June 29, 2007 entered in connection with the above identified application, but also in response to the Second Office Action dated January 10, 2008, in which the Examiner indicated that Claims 20-39 submitted in the original Amendment dated October 1, 2007 were not entered because they were allegedly directed to an invention that is distinct from the invention originally claimed. Because the original Amendment was deemed by the Examiner to be a bona fide attempt to respond to the First Office Action, and this Supplemental Amendment is being filed within one month after the Second Office Action, it is believed that no further time extensions are required. Accordingly, Applicant respectfully requests the Examiner to enter the following amendments: